Alt Order #

Rate Type

\$75.00 NM



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

Invoice # Invoice Date Invoice Month Invoice Period 960031-1 10/21/12 October 2012 10/01/12 - 10/15/12

Sales Office Account Executive Sales Region Station WESH Fran Berg Eagle-Washingt National

www.wesh.com

Billing Address:

Product Advertiser Estimate Number Obama/D/President SKED C 1897

GMMB Attention: Accounts Payable 3050 K St, NW Washington, DC 20007

960031 07909843 10/09/12 - 10/15/12 Billing Calendar Billing Type Deal # Broadcast Cash

Order#

Special Handling

Flight Dates

IDB# Advertiser Code Product Code 95 9912856 101

Advertiser Ref Agency Ref

Send Payment To: WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Start Date

3 WESHTu 10/09/12

Day Air Date

10/08/12

End Date

10/14/12

MTWTFSS

-TWTF--

Air Time Description

4:42 AM *Early Sunrise @4:30AM

Weeks:

Spots: # Ch

Line St	start Date	End Date	Desci	intion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1 10	0/09/12	10/12/12 ne - Pre-em	M-F S	Sunrise @6AM	6:00-7:00 AM	-TWTF	:30	4	\$850.00	NM	
We	/eeks: pots: # Ch	Start Date 10/08/12	End Da 10/14/1	ate MTWTFSS 2 -TWTF	Spots/Week 4	Rate \$850.00	Laure	F V4 ID			Data Time
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			0/10/12	6:55 AM M-F S		6:00-7:00 AM		0 OFA12A12			\$850.00 NM
			0/10/12	6:42 AM M-F S		6:00-7:00 AM		0 OFA12A12			\$850.00 NM
	3 WE		0/11/12	6:29 AM M-F S	_	6:00-7:00 AM		0 OFA12A12			\$850.00 NM
	J VVL	-0111 1	0/12/12	0.29 ANI W-1 3	unise @oAw	0.00-7.00 AIVI		U UI AIZAIZ	111		\$650.00 14101
	0/15/12 Class of Tin	10/15/12 ne - Pre-en		Sunrise @6AM n notice	6:00-7:00 AM	M	:30	1	\$1,000.00	NM	
W	leeks:	Start Date 10/15/12	End Da 10/21/1		Spots/Week 1	<u>Rate</u> \$1,000.00				-	
Sp	pots: <u>#</u> Ch	Day A	ir Date	Air Time Descr	iption	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHM 1	0/15/12	6:27 AM M-F S	Sunrise @6AM	6:00-7:00 AM	:3	0 OFA12D14	18н		\$1,000.00 NM
	0/09/12 Class of Tir	10/12/12 ne - Pre-en		Today Show n notice	7:00-9:00 AM	-TWTF	:30	4	\$1,300.00	NM	
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	4 WE	ESHTu 1	0/09/12	8:44 AM NBC	Today Show	7:00-9:00 AM	:3	0 OFA12A12	24н		\$1,300.00 NM
	2 WE	ESHW 1	0/10/12	8:29 AM NBC	Today Show	7:00-9:00 AM	:3	0 OFA12A12	24н		\$1,300.00 NM
	3 WE	ESHTh 1	0/11/12	8:34 AM NBC	Today Show	7:00-9:00 AM	:3	0 OFA12A12	24н		\$1,300.00 NM
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	0/09/12 Class of Tir	10/12/12 ne - Pre-en		y Sunrise @4:30. h notice	AM 430a-5am	-TWTF	:30	4	\$75.00	NM	

Rate

430a-5am

Start/End Time

Length Ad-ID

:30 OFA12A124H

\$75.00

Spots/Week

DUPINVOICEATE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
960031-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED C	1897

www.v	vesh.com											
								Spots/				
Line	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Type		
5	10/09/12 Class of Tin	10/12/12 ne - Pre-emp	*Early Sunr	ise @4:30AN	/I 430a-5am	-TWTF	:30	4	\$75.00	NM	and the second	atter 5
	Spots: # Ch			ime Descrip	tion	Start/End Time	Lengt	n Ad-ID			Rate Ty	ype
	2 WE	SHW 10/	10/12 4:57	AM *Early S	Sunrise @4:30AM	430a-5am	:3	O OFA12A124H	1		\$75.00 N	MM
	4 WE	SHTh 10/	11/12 4:49	AM *Early S	Sunrise @4:30AM	430a-5am	:3	O OFA12A124H	1		\$75.00 N	NM
	1 WE	SHF 10/	12/12 4:57	AM *Early S	Sunrise @4:30AM	430a-5am	:3	0 OFA12A124H	1		\$75.00 N	MM
6	10/15/12 Class of Tin	10/15/12 ne - Immedia	*Early Sunr ately Pre-empti	ise @4:30AN ble without n		M	:30	1	\$50.00	NM		
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	2 WE	ESHSa 10/	/13/12 7:59	AM Sat Sur	rrise 6-8 AM	6:00-8:00 AM	:3	O OFA12D148	н		\$250.00	NM
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		10/08/12		-TWTF	4	\$800.00						
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1					nd Michael 9-10 AM	9:00-10:00 AM		0 OFA12A124			\$800.00	
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WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/21/12 | October 2012 | 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED C	1897

1 WESHW 10/10/12 2:30 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 5 WESHW 10/10/12 2:59 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 3 WESHTh 10/11/12 2:31 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 6 WESHTh 10/11/12 2:58 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 4 WESHF 10/12/12 2:23 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 8 WESHF 10/12/12 2:56 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 200.00 NM 8 WESHF 10/12/12 2:56 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date End Date MTWTESS Spots/Week 10/15/12 10/21/12 M 2 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	/ww.v	esh.com										
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6 WESHTh					2:59 PM KATIE	COURIC DAY						
4 WESHF 10/12/12 2:23 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 8 WESHF 10/12/12 2:56 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM												
8 WESHF 10/12/12 2:56 PM KATIE COURIC DAY 2-3PM :30 0FA12A124H \$200.00 NM 18 10/15/12 10/15/12 KATIE COURIC DAY 2-3PM M :30 2 \$250.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date 10/15/12 End Date 10/15/15 MTWTFSS 10/15/15 Spots/Week 10/15/12 Rate 10/15/12 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type												
18 10/15/12								-				
Class of Time - Immediately Pre-emptible without notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 M 2 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type						COUNIC DAT	2-3FIVI	:				φ∠UU.UU INIVI
10/15/12 10/21/12 M 2 \$250.00 Spots: <u>#</u> Ch	18						M	:30	2	\$250.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Weeks:										
		Spots: # Ch						l end	ith Ad-ID			Rate Type
										Н		\$250.00 NM

Rate Type

Send Payment To:



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
960031-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED C	1897

Weeks:

Spots: # Ch

Start Date

Day Air Date

10/08/12

End Date

10/14/12

MTWTFSS

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Air Time Description

www.wesh.com							
				Spots/			
Line Start Date End Date Description St	art/End Time	MTWTFSS	Length	Week	Rate	Type	
18 10/15/12 10/15/12 KATIE COURIC DAY 2- Class of Time - Immediately Pre-emptible without notice	3PM e	M	:30	''. 2	\$250.00	NM	
Spots: <u>#</u> Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> 1 WESHM 10/15/12 2:43 PM KATIE COL	JRIC DAY	Start/End Time 2-3PM		h <u>Ad-ID</u> 0 ofa12d148H			<u>Rate</u> <u>Type</u> \$250.00 NM
19 10/09/12 10/12/12 M-F 3-4 PM 3: Class of Time - Pre-emptible with notice	00-4:00 PM	-TWTF	:30	8	\$650.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/12 -TWTF	Spots/Week 8	<u>Rate</u> \$650.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u>		Start/End Time	Lengt	h Ad-ID			Rate Type
2 WESHTu 10/09/12 3:29 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	0 OFA12A124H	1		\$650.00 NM
5 WESHTu 10/09/12 3:55 PM M-F 3-4 PM	1 =	3:00-4:00 PM	:3	0 OFA12A124H	1		\$650.00 NM
3 WESHW 10/10/12 3:22 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	0 OFA12A124H	4		\$650.00 NM
8 WESHW 10/10/12 3:47 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	O OFA12A124H	4		\$650.00 NM
6 WESHTh 10/11/12 3:33 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	0 OFA12A124H	1		\$650.00 NM
4 WESHTh 10/11/12 3:56 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	O OFA12A124H	4		\$650.00 NM
1 WESHF 10/12/12 3:29 PM M-F 3-4 PN	1	3:00-4:00 PM	:3	0 OFA12A124F	4		\$650.00 NM
7 WESHF 10/12/12 3:55 PM M-F 3-4 PM	1	3:00-4:00 PM	:3	0 OFA12A124F	1		\$650.00 NM
20 10/15/12 10/15/12 M-F 3-4 PM 3: Class of Time - Pre-emptible with notice	00-4:00 PM	M	:30	2	\$700.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/15/12 10/21/12 M	Spots/Week 2	<u>Rate</u> \$700.00					
Spots: # Ch Day Air Date Air Time Description	_	Start/End Time	Lenat	h Ad-ID			Rate Type
1 WESHM 10/15/12 3:18 PM M-F 3-4 PM		3:00-4:00 PM		0 OFA12D148I	Н		\$700.00 NM
2 WESHM 10/15/12 3:49 PM M-F 3-4 PM		3:00-4:00 PM	:3	0 OFA12D148i	Н		\$700.00 NM
21 10/09/12 10/12/12 M-F 4-5 PM NEWS M	I-F 4-5 PM	-TWTF	:30	2	\$800.00	NM	
Class of Time - Pre-emptible with notice							
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/12 -TWTF	Spots/Week 2	<u>Rate</u> \$800.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	•	Start/End Time		th Ad-ID			Rate Type
1 WESHTu 10/09/12 4:53 PM M-F 4-5 PM		M-F 4-5 PM		0 OFA12A124			\$800.00 NM
2 WESHW 10/10/12 4:52 PM M-F 4-5 PM	I NEWS	M-F 4-5 PM	:3	30 OFA12A124	H		\$800.00 NM
22 10/09/12 10/12/12 M-F 5-6 PM ROT 5. Class of Time - Pre-emptible with notice	:00-6:00 PM	-TWTF	:30	4	\$1,000.00	NM	
Weeks: Start Date End Date MTWTFSS 10/08/12 10/14/12 -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00					
Spots: # Ch Day Air Date Air Time Description	[Start/End Time	Leng	th Ad-ID			Rate Type
3 WESHTu 10/09/12 5:53 PM M-F 5-6 PM	/I ROT	5:00-6:00 PM	:3	30 OFA12A124	Н		\$1,000.00 NM
4 WESHW 10/10/12 5:52 PM M-F 5-6 PM	/I ROT	5:00-6:00 PM	:3	30 OFA12A124	Н		\$1,000.00 NM
1 WESHTh 10/11/12 5:53 PM M-F 5-6 PM	/I ROT	5:00-6:00 PM	:3	30 OFA12A124	Н		\$1,000.00 NM
2 WESHF 10/12/12 5:53 PM M-F 5-6 PN	/I ROT	5:00-6:00 PM	:3	30 OFA12A124	Н		\$1,000.00 NM
23 10/09/12 10/12/12 M-F 6-6:30 PM N Class of Time - Pre-emptible with notice	1-F 6-6:30 PM	-TWTF	:30	3	\$1,400.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/12 -TWTF	Spots/Week 3	<u>Rate</u> \$1,400.00		***************************************			
Spots: # Ch Day Air Date Air Time Description	1	Start/End Time	Leng	th Ad-ID			Rate Type
2 WESHTu 10/09/12 6:23 PM M-F 6-6:30	7	M-F 6-6:30 PM	::	30 OFA12A124	Н		\$1,400.00 NM
1 WESHW 10/10/12 6:23 PM M-F 6-6:30	PM	M-F 6-6:30 PM	::	30 OFA12A124	Н		\$1,400.00 NM
3 WESHTh 10/11/12 6:22 PM M-F 6-6:30	PM	M-F 6-6:30 PM	::	30 OFA12A124	Н		\$1,400.00 NM
24 10/14/12 10/14/12 SA/SU 6-6:30 PM S Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30	PIS	:30	1	\$1,200.00	NM	

Rate

Start/End Time

Length Ad-ID

\$1,200.00

Spots/Week

DUPINVOICE ATE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Advertiser	Product	Estimate Number
Obama/D/President	SKED C	1897

25 10/09/12 10/12/12 M-F Entertainment Tonight 7:00-730 PM	www.wesh.com											
24 10/14/12									Spots/			
Spots: # Ch	ine Start Date	e End Dat	e Desc	ription	Start/End Time	MTWTFSS	L	ength	Week	Rate	Type	
Spots # Ch					SA/SU 5:58-6:30 PI	S	- perein	:30	1	\$1,200.00	NM	
1 NVESHSU 10/14/12 20/14 M 52/14 M 5					ation	Start/End	Time	Length	Ad-ID	-		Rate Tyne
Weeks Start Date End Date MINTESS Spots/Week Start/End Time Length Ad-ID Start/End Time St										8н		\$1,200.00 NM
Weeks Start Date End Date MTMTESS Spots/Week Start/End Time Length Ad-ID Start/End Time St	25 10/00/12	10/12/12) ME	Entartainment Tan	iat7:00 720 DM	TWTF		.20	2	¢1 700 00	NIM	
Spots:# Ch Day Air Date			mptible wit	h notice	igi 7.00-730 Fivi	-1W1F		.30	3	\$1,700.00	INIVI	
Spots: # Ch Day Air Date Air Time Description 1 WESHTU 10/09/12 7-26 PM M-F Entertainment Tonight 7:00-730 PM 3:0 GA1ZA1244 \$1,700.00 N 3 WESHT 10/11/12 7-12 PM M-F Entertainment Tonight 7:00-730 PM 3:0 GA1ZA1244 \$1,700.00 N	Weeks:									,		
1 WESHT 10/09/12 7.28 PM MF Entertainment Tonight 7:00-730 PM 33 0FA12A124H \$1,700.00 N 3 WESHT 10/11/12 7:11 PM MF Entertainment Tonight 7:00-730 PM 33 0FA12A124H \$1,700.00 N \$1,700.00	Snots: # (Time	I enath	Ad-ID			Rate Type
3 WESHT										4н		\$1,700.00 NM
26 10/09/12 10/12/12 M-F Access Hollywood Access Hollywood -TWTF :30 4 \$1,700.00 NM NM NM NM NM NM NM	2 V	WESHW	10/10/12	7:26 PM M-F En	tertainment Tonight	7:00-730	PM	:30	OFA12A12	4н		\$1,700.00 NM
Weeks	3 V	WESHTh	10/11/12	7:11 PM M-F En	tertainment Tonight	7:00-730	PM	:30	OFA12A12	4н		\$1,700.00 NM
Weeks					Access Hollywood A	-TWTF		:30	4	\$1,700.00	NM	
Spots:#Ch Day Air Date Air Time Description Access Hollywood 30 0FA12A124H \$1,700.00 N	185 PA 185 III 1865		•	200000000000000000000000000000000000000	Spots/Week	Rate						
2 WESHTW						2.2		V				
1 WESHW			artina artina and an artina							MIL		Rate Type
4 WESHTh 10/11/12 7:46 PM M-F Access Hollywood Access Hollywo							,					
3 WESHF 10/12/12 7:47 PM M-F Access Hollywood Access Hollywood 3:30 51,000.00 NM												
Class of Time - Pre-emptible with notice					3		5					\$1,700.00 NM
Weeks: Start Date End Date Spots/Week Start/End Time Start/End					W7:00-8:00 PM		•		1	\$1,000.00	NM	
Spots: # Ch Day Air Date Air Time Description 7:35 PM Sat. Entertainment this Week 7:00-8:00 PM 3:30 0FA12D148H \$1,000.00 N		Start Dat	e End D	ate MTWTFSS	Spots/Week							
1 WESHSa 10/13/12 7:35 PM Sat. Entertainment this Week 7:00-8:00 PM :30 0FA12D148H \$1,000.00 NM	0					The second secon	T :	1	4-LID			Dete Torre
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 -TWTF 3 \$1,500.00 Start/End Time Length Ad-ID Rate Ty 1 WESHTU 10/09/12 11:29 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 N 3 WESHW 10/10/12 11:22 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 N 2 WESHF 10/12/12 11:22 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 N 2 WESHF 10/12/12 11:22 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 N 11-1135p :30 0FA12A124H \$1,500 N 11-1135p :30 N 11-1135p :30 0FA12A124H \$1,500 N 11-1135p :30 0FA12A										18н		\$1,000.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty				u News @ 11PM th notice	11-1135p	-TWTF	A	:30	3	\$1,500.00	NM	
1 WESHTU	Weeks:											
3 WESHW 10/10/12 11:22 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 M 2 WESHF 10/12/12 11:22 PM M-Su News @ 11PM 11-1135p :30 0FA12A124H \$1,500.00 M 29 10/09/12 10/12/12 NBC Tonight Show 11:35P-12:35XM -TWTF :30 3 \$850.00 NM Class of Time - Pre-emptible with notice Weeks: Start Date 10/08/12 10/14/12 -TWTF 3 \$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 2 WESHT 10/09/12 12:32 AM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 1 WESHT 10/11/12 11:58 PM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 3 WESHF 10/12/12 11:49 PM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 3 WESHF 10/12/12 Late Night w/Jimmy Fallor 12:35-1:35XM -TWTF :30 2 \$300.00 NM 30 10/09/12 10/12/12 Late Night w/Jimmy Fallor 12:35-1:35XM -TWTF :30 2 \$300.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week 300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 3 300.00 NM Start/End Time Length Ad-ID Rate Ty 3 300.00 NM	Spots: #	Ch <u>Day</u>	Air Date	Air Time Descri	otion	Start/End	l Time	Length	Ad-ID			Rate Type
29 10/09/12 10/12/12 NBC Tonight Show 11:35P-12:35XM	1 \	NESHTu	10/09/12	11:29 PM M-Su N	News @ 11PM	11-1135p		:30) OFA12A12	24н		\$1,500.00 NM
29 10/09/12 10/12/12 NBC Tonight Show 11:35P-12:35XM -TWTF :30 3 \$850.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 -TwTF 3 \$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 2 WESHTu 10/09/12 12:32 AM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 N 11:35P-12:35XM :30 0FA12A124H \$850.00 N 3 WESHF 10/12/12 11:49 PM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 N 11:35P-12:35XM :30 0FA12A124H :30 0F					•							\$1,500.00 NM
Class of Time - Pre-emptible with notice	2 \	NESHF	10/12/12	11:22 PM M-Su N	News @ 11PM	11-1135p)	:30) OFA12A12	24н		\$1,500.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty					11:35P-12:35XM	-TWTF		:30	3	\$850.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty	Weeks:											
2 WESHTu 10/09/12 12:32 AM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 1 WESHTh 10/11/12 11:58 PM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 3 WESHF 10/12/12 11:49 PM NBC Tonight Show 11:35P-12:35XM :30 0FA12A124H \$850.00 M 11:35P-12:35XM :30 0FA12A124H \$850.	Spots: #				ption		l Time	Length	Ad-ID			Rate Type
30 10/09/12 10/12/12 Late Night w/Jimmy Fallor12:35-1:35XM 1:35P-12:35XM 1:30 0FA12A124H \$850.00 N 30 10/09/12 10/12/12 Late Night w/Jimmy Fallor12:35-1:35XM -TWTF 1:30 2 \$300.00 NM Class of Time - Pre-emptible with notice Weeks: Start Date 10/08/12 10/14/12 -TWTF 2 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 2 WESHTu 10/09/12 1:30 AM Late Night w/Jimmy Fallon 12:35-1:35XM 1:30 0FA12A124H \$300.00 N				12:32 AM NBC T	onight Show			:30) OFA12A1	24н		\$850.00 NM
30 10/09/12	1 \	WESHTh	10/11/12	11:58 PM NBC T	onight Show	11:35P-1	2:35XM	:30) OFA12A1	24H		\$850.00 NM
Class of Time - Pre-emptible with notice Weeks: Start Date 10/08/12 End Date 2 TWTF-5 Spots/Week 2 Sy300.00 Rate 300.00 Spots: # Ch Day Air Date 2 WESHTu 10/09/12 Air Time Description Description 2 Start/End Time 12:35-1:35XM Length Ad-ID 30 OFA12A124H Rate Ty 300.00 No.00 No.00	3 1	WESHF	10/12/12	11:49 PM NBC T	onight Show	11:35P-1	2:35XM	:30) OFA12A1	24H		\$850.00 NM
10/08/12 10/14/12 -TwTF 2 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 2 WESHTu 10/09/12 1:30 AM Late Night w/Jimmy Fallon 12:35-1:35XM :30 0FA12A124H \$300.00 M			2 Late emptible wi	Night w/Jimmy Fa th notice	llo:12:35-1:35XM	-TWTF		:30	2	\$300.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Ty 2 WESHTu 10/09/12 1:30 AM Late Night w/Jimmy Fallon 12:35-1:35XM :30 0FA12A124H \$300.00 N	Weeks:											
2 WESHTu 10/09/12 1:30 AM Late Night w/Jimmy Fallon 12:35-1:35XM :30 0FA12A124H \$300.00 M	Spots: #						d Time	Lenatl	n Ad-ID			Rate Type
1 WESHW 10/10/12 1:33 AM Late Night w/Jimmy Fallon 12:35-1:35XM :30 0FA12A124H \$300.00 M										24н		\$300.00 NM
	1 1	WESHW	10/10/12		-	12:35-1:3	35XM	:3	OFA12A1	24н		\$300.00 NM
31 10/15/12					allo112:35-1:35XM	M		:30	1	\$300.00	NM	





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 960031-1 | 10/21/12 | October 2012 | 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number		
Obama/D/President	SKED C	1897		

www.wesh.com

39 10/09/12

10/12/12

NBC Today Show III

WW.W	esh.com									
							Spots/			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
31	10/15/12 Class of Tin	10/15/12 ne - Pre-emp	Late Night w/Jimmy Fa ptible with notice	allo:12:35-1:35XM	M	:30	the street	\$300.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$300.00				-	
	Spots: # Ch 1 WE			<u>iption</u> light w/Jimmy Fallon	Start/End Time 12:35-1:35XM		th Ad-ID 30 OFA12D	148н		Rate Type \$300.00 NM
32	10/14/12 Class of Tin	10/14/12	Access Hollywood ately Pre-emptible without	11:35P-12:35XM/12	S	:30	1	\$250.00	NM	
	Weeks:		End Date MTWTFSS 10/14/12S	Spots/Week 1	<u>Rate</u> \$250.00			177		1 -
	Spots: # Ch 1 WE	Day Air		iption	Start/End Time 11:35P-12:35XM		<u>th</u> <u>Ad-ID</u> 30 OFA12D	148н		<u>Rate</u> <u>Type</u> \$250.00 NM
33	10/15/12 Class of Tir	10/15/12 ne - Pre-em	Mon NBC Prime VOIC ptible with notice	E Prime Other	M	:30	1	\$8,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 M	Spots/Week 1	<u>Rate</u> \$8,000.00					
	Spots: # Ch 1 WE	<u>Day Air</u> ESHM 10		iption NBC Prime VOICE	Start/End Time Prime Other		th <u>Ad-ID</u> 30 ofa12d	148н		<u>Rate</u> <u>Type</u> \$8,000.00 NM
34	10/15/12 Class of Tir	10/15/12 ne - Pre-em	NBC Prime REVOLUT	ΓΙΟΝ10:00-11:00 PM	M	:30	1	\$10,000.00	NM	
	Weeks:		End Date MTWTFSS 10/21/12 M	Spots/Week 1	Rate \$10,000.00					
	The second secon		<u>r Date</u> <u>Air Time</u> <u>Descr</u> 0/15/12 10:37 PM NBC		Start/End Time 10:00-11:00 PM		th <u>Ad-ID</u> 30 OFA12D	148н		Rate Type \$10,000.00 NM
35	10/11/12 Class of Tir	10/11/12 ne - Pre-em	NBC Prime OFFICE/F ptible with notice	PAR 9:00-10:00 PM	T	:30	1	\$4,000.00	NM	
	Weeks:	10/08/12	End Date MTWTFSS 10/14/12T r Date Air Time Descr	Spots/Week 1	Rate \$4,000.00 Start/End Time	Lenc	th Ad-ID			Rate Type
		ESH <i>Th</i> 10 See MG	0/11/12 NBC	Prime OFFICE/PARKS	and the second terms of the second		00			\$4,000.00 NA
	2 W	ESHF 10		Prime GRIMM	9:00-10:00 PM		30 OFA12A	.124н	***************************************	\$4,000.00 NN
36	10/15/12 Class of Tir	10/15/12 ne - Pre-em	M-F Entertainment To ptible with notice	onigł7:00-730 PM	M	:30	1	\$1,700.00	NM	
	Weeks:	10/15/12		Spots/Week 1	<u>Rate</u> \$1,700.00					
			<u>r Date</u> <u>Air Time</u> <u>Descr</u> 0/15/12 7:16 PM M-F E	ription Entertainment Tonight	Start/End Time 7:00-730 PM		<u>th</u> <u>Ad-ID</u> 30 OFA12D)148н		Rate Type \$1,700.00 NM
37	7 10/15/12 Class of Tir	10/15/12 me - Pre-em	M-F Access Hollywoo ptible with notice	d Access Hollywood	/ M	:30	1	\$1,700.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 M	Spots/Week 1	<u>Rate</u> \$1,700.00					
	Spots: # Ch	norm or overest to be		ription Access Hollywood	Start/End Time Access Hollywo		<u>th Ad-ID</u> 30 OFA120	0148н		<u>Rate</u> <u>Typ</u> \$1,700.00 NM
38	3 10/13/12 Class of Ti	10/13/12 me - Pre-em	SATURDAY NIGHT L	IVE SATURDAY NIGH	TS-	:30	2	\$2,000.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSSS-	Spots/Week 2	<u>Rate</u> \$2,000.00					
	Spots: # Ch 2 W	n <u>Day Ai</u> ESHSa 10		ription JRDAY NIGHT LIVE	Start/End Time SATURDAY NI		<u>ath Ad-ID</u> 30 OFA120	0148н		Rate Typ \$2,000.00 N
	1 W	ESHSa 10	0/13/12 12:29 AM SATU	JRDAY NIGHT LIVE	SATURDAY NI	GH1 :	30 OFA12	0148н		\$2,000.00 NI

:30

2

\$650.00

NM

11AM-12PM/10-11/ -TWTF--

DUPINVOICEATE



Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 960031-1 | 10/21/12 | October 2012 | 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED C	1897

www.wesh.com

ne Start Date End Date Description Start/End Time	MTWTESS		Spots/	Rate	Type -	
	MIWII 55		VOOR	11010	- ype	
Class of Time - Pre-emptible with notice		and the second	Marian estad	223.50 6		
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS Pots/Week 2 Spots/Week 2	<u>Rate</u> \$650.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Tim					Rate Type
1 WESHW 10/10/12 11:29 AM NBC Today Show III	11AM-12PM/1	0-11/ :30	OFA12A1	24н		\$650.00 NM
2 WESHF 10/12/12 11:29 AM NBC Today Show III	11AM-12PM/1	0-11/ :30	OFA12A1	24н		\$650.00 NM
40 10/09/12 10/09/12 NBC Prime VOICE 8:00-9:00 PM Class of Time - Pre-emptible with notice	-T	:30	1	\$8,000.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS T Spots/Week T	<u>Rate</u> \$8,000.00	1	,	11		
Spots: # Ch Day Air Date Air Time Description	Start/End Tim	e <u>Length</u>	Ad-ID			Rate Type
1 WESHTu 10/09/12 8:27 PM NBC Prime VOICE	8:00-9:00 PM	:30	OFA12A1	24н		\$8,000.00 NM
41 10/09/12 10/09/12 NBC Prime GO ON/ NEW9:00-10:00 PM Class of Time - Fixed Non Pre-emptible	-T	:30	1	\$4,000.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS - T Spots/Week 1	Rate \$4,000.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Tim	e Length	Ad-ID			Rate Type
1 WESHTu 10/09/12 9:53 PM NBC Prime GO ON/ NEW	/ NORM9:00-10:00 PM	<u>Л</u> :30	OFA12A1	24н		\$4,000.00 NN
42 10/10/12 10/10/12 NBC Prime CHICAGO FII10:00-11:00 PM Class of Time - Pre-emptible with notice	1W	:30	1	\$5,500.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS - w Spots/Week 1	<u>Rate</u> \$5,500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Tim	e <u>Length</u>	Ad-ID			Rate Type
1 WESHW 10/10/12 10:17 PM NBC Prime CHICAGO FI	RE 10:00-11:00 F	PM :30	OFA12A1	24H		\$5,500.00 NM
43 10/12/12 10/12/12 NBC Prime GRIMM 9:00-10:00 PM Class of Time - Pre-emptible with notice	F	:30	1	\$4,000.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSF- Spots/Week 1	Rate \$4,000.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Tim	<u>Length</u>	Ad-ID	and said		Rate Typ
1 WESHF 10/12/12 9:40 PM NBC Prime GRIMM	9:00-10:00 PM	M :30	OFA12A1	24н		\$4,000.00 NM
	Total Spots	98				

Gross Total

\$120,000.00

Agency Commission

\$18,000.00

Net Amount Due

\$102,000.00